

CALIFORNIA CHILDREN & FAMILIES COMMISSION

Thursday, July 20, 2000

Glide Memorial Church

330 Ellis Street

San Francisco, CA 94102

I. Call to Order.

Chairman Reiner called the meeting to order at 9:30 a.m.

II. Roll Call.

Present were Commissioners Sandra Gutierrez, Susan Lacey, Louis Vismara, Ed Melia, Margaret Fortune and Chairman Reiner.

Staff Present: Jane Henderson, Ph.D., Executive Director, Joe Munso, Chief Deputy Director; Emily Nahat, Deputy Director for Program Management, Kristina Parham, Communications, Patti Huston, Chief of Governmental Affairs; Frank Furtek, Legal Counsel, Attorney General's Office; Judy Stucki, Sarah Neville-Morgan, Carmen Padilla, Cara Lambirth and Barbara Marquez from the Program Management Office; Lupe Almer, Executive Office, and Sherrill Willis, Information Technology Office.

III. Welcome from Glide Memorial United Methodist Church.

Janice Mirikitani, President of the Glide Foundation & Executive Director of Programs at Glide Church welcomed the Commission and expressed appreciation for the opportunity of working together. She gave a brief overview of the 52 programs encompassing the areas of health, human services, serving over a million and a half meals a year, family and children programs, including preschool/toddler childcare, early childhood development programs and an infant daycare center. There is a full array of academic, technological mentorship for young people as well as family support services a newly opened affordable housing complex; and job and training programs. Services also include mental health services, counseling, and support. The program has commonly shared concerns and visions with the Commission with regard to the whole child, which is breaking the cycles of multi-generational poverty, dependency and addiction by providing comprehensive services to families, youth and children with an emphasis on early childhood development. After further detailing the work at Glide Church, Ms. Mirikitani recited one of her poems to the Commission and the public.

IV. Chairman's Report.

Chairman Reiner reported that since the last meeting seventeen additional strategic plans were received from the county commissions of Contra Costa, Madera, Plumas, Santa Clara, Fresno, Modoc, San Benito, Ventura, Humboldt, Mono, San Francisco, Lake, Monterey, San Joaquin, Lassen, Placer and San Luis Obispo, bringing the total to 35 strategic plans.

So far during FY 1999-2000 the Commission has released \$773,574,222.00 to the local commissions fulfilling the targets the Commission had set.

A statewide conference is scheduled to be held July 27 and 28, 2000 at the University of California, Davis. Teams of three from each of the county commissions are invited. On the evening of July 27th the Yolo County Commission will be hosting a reception immediately following the last workshop. At the conclusion of the reception, there will be a BBQ hosted by the State Commission. Chairman Reiner expressed his appreciation to the David and Lucille

Packard Foundation for the support of this conference.

He also reminded the panel and the audience that there will be no State Commission meeting in August. The next scheduled meeting is set for September 21 in Ventura County. The October meeting will be held in Napa and the November meeting in Redding. The December meeting is scheduled to be held in Santa Barbara, however, this may be postponed until January due to the Holidays.

Chairman Reiner reported that last week Governor Davis announced news regarding California's youth and smoking among teenagers, which in 1999 went down in historical proportions. The teenage smoking rate dropped in one year by 35%. This is remarkable in that the teen smoking rates have gone up around the rest of the country. This is a great testament to all the work emanating from the anti-smoking advocates and from Proposition 99 as well as Proposition 10. All the experts and research point to the fact that the single best way to reduce teen smoking is to increase prices. This reduction in teen smoking was expected by the Commission and was accounted for in the revenues.

The kit for new parents is scheduled to be released in September in the form of a pilot program for counties around the state. Interest in this program will be assessed in order to determine the most effective distribution strategies, to test the elements and the needs of the timing for the release of the kit, and the effect of the content of the videos. The contents of the kit were described.

V. Approval of Minutes, June 15, 2000 State Commission Meeting.

MOTION: Commissioner Fortune moved, seconded by Commissioner Vismara to approve the June 15, 2000 minutes. The motion passed unanimously.

VI. State Commission Objectives and Priorities.

At the last meeting the Commission adopted a draft of the objectives and priorities. Revisions have been made to the draft, additional public comment and suggestions were received which have been incorporated in the document wherever possible.

Jane Henderson highlighted the revisions and some of the public input, much of which was consistent with the revisions already under way to the State Commission's objectives and priorities. These consisted of linking the health and childcare communities, to use health clinics and other community-based organizations to assist with information dissemination, provide training of cross areas, supporting compensation measures for care givers, including mental health with other health linkages. Two additional items that came up were providing training for county commissions regarding blending of funding streams and leveraging funds for maximum efficiency. Preliminary discussions were held with the federal government in this regard. Child safety issues were also included in the proposals. Other items for further consideration are that the Commission should encourage license exempted childcare providers to attend parenting classes, and that a public outreach education campaign should be conducted in order to change public perception of care givers' roles. In addition to the draft objectives and priorities, staff has included a list of all the public input received by the Commission, as well as a draft implementation plan, outlining how the Commission will begin to operate utilizing these objectives and priorities.

Chairman Reiner stressed the fact that the early experiences children have are part of school readiness and should not be confused with babysitting.

Commissioner Lacey addressed the State Childcare Master Plan and suggested making sure that the Commission work together with the Secretary of Consumer Affairs and others in order not to duplicate efforts.

Ms. Henderson noted that monthly meetings are being set up starting in September for the pooling of efforts. Commissioner Gutierrez noted that one concept remains from the original funding, the inclusion of a specialist in childcare settings and in terms of Exempt Care, she pointed out that in some areas more than 50% of care is exempt care and calling the classes a 'parenting class' would be a misnomer for providers.

Commissioner Vismara stated that the Commission has a unique opportunity to not only have outreach to the community, but can also serve as a catalyst for providing better access for individual parents and parenting groups to the systems and to the policy makers. This could then also have an impact on the systems, policy makers and their staffs.

Commissioner Melia addressed the Commission's commitment to partnerships and suggested adding a tenth principle in this regard.

Responding to Commissioner Gutierrez, Joe Munso explained that the implementation plan will be put together first, but that the challenge will be how these will be developed into RFPs. Staff will be coming back to the Commission with a phased approach as these RFPs are being implemented. It is anticipated that a full-blown plan will be ready for presentation at the September meeting.

MOTION: Chairman Reiner moved , seconded by Commissioner Lacey to adopt the objectives and priorities.

Public Comment

Jean Lucas, resident of Chico, California, spoke to the fact that of the \$100 billion state budget, not one dollar is being dedicated to infant education. He suggested that one of the Commission's priorities should be the implementation of that education.

Chairman Reiner agreed that the prenatal to five group must be brought into the K-12 system and once that happens, test scores will go up. Commissioner Fortune pointed out that \$133 million was included in the budget for childcare with significant funding for the zero to five populations.

Mr. Lucas went on to say that Latino farm worker families do not benefit from that kind of childcare. The level of English capability at the time of school entry is a determinant of future development.

Reverend Townsend, Community Affairs Director with KPOO radio explained that KPOO is an African-American owned, non-commercial educational radio station. He addressed the public awareness and public outreach session of the objectives and encouraged the Commission to set up the media that would speak directly to the people needing to be targeted. He noted that much of what the Commission does goes unknown and unnoticed in many communities. He described the contents of the various radio shows, including shows on health issues. He further stressed the importance of not only the physical health, but the emotional and social health of a community, plus the fact that people should know where to find that help.

Daisy Bradson, Childcare Bureau for the State of California expressed appreciation for the fact that the Commission included exempt providers in the population of early childhood education experiences and encouraged the Commission to continue listening to the public.

Commissioner Gutierrez inquired into the status of the Master Plan. Commissioner Fortune explained that what is in the budget is the administration's Childcare Policy Review, which should be distinguished from the three or four Master Plan bills that are currently in the Legislature. The Consumer Services Agency has been engaged by the

Governor to give a review of childcare policies, the results of which are anticipated in the January budget.

Arlyce Curry with Bananas, a resource and referral agency in Oakland had a question about the enhanced professional compensation and asked if the Commission had already put the money towards that goal and did not intend to continue offering matching funds to the county commissions.

Dr. Henderson explained that the Commission is doing that but that the specific level of the match is unknown at this point. This will have to be discussed with the county commissions in order to find out exactly how many counties are doing that and what the level of need is. In addition to the \$1 million the Commission funded for research, much larger amounts will be made available for matching funds to counties working on compensation.

MOTION: Chairman Reiner moved, seconded by Commissioner Lacey to adopt the objectives and priorities.

VOTE: The motion carried by a roll call vote of 4-0-0 with Commissioners Gutierrez, Lacey, Vismara and Chair Reiner voting “YES”, no “NO” votes and no abstentions.

VII. Funding for Media Contract Extension.

Joe Munso noted that at the last meeting no express action was taken to tie the funding to the approved contract extension. This was in connection with the \$7 million for the Asher amendment extension of the media contracts while in the competitive bid process.

MOTION: Commissioner Gutierrez moved, seconded by Chairman Reiner to approve the funding of \$7 million for the existing media contract with Asher & Partners while the state Commission competitively procures a media contractor for its long-term needs.

Public Comment

Hugo Morales advised the Commission that his group has put some concepts together with regard to parenting and working together with others organizations in relation to providing information for farm workers.

Mr. Leeher spoke on behalf of a non-profit organization serving the Southeast Asians for the last 19 years in the Fresno area. He described that bilingual education has opened the door for education of the various Southeast Asian groups. The Prop 10 parenting has a big impact by using bilingual information.

VOTE: The motion carried by a roll call vote of 4-0-0 with Commissioners Gutierrez, Lacey, Vismara and Chair Reiner voting “YES”, no “NO” votes and no abstentions.

VIII. Minimum Allocation Levels for Small Counties.

Joe Munso noted that this would be a continuation of a similar action taken by the Commission last year to guarantee a minimum funding level for the very small counties. A handout showed the counties that may be eligible and there may be some more added. He asked for the approval of a guaranteed minimum funding level of \$200,000 to those counties where the revenues do not naturally generate that level of funding. This will enable the counties to run programs. Some counties have indicated that the \$200,000 level at this point is not adequate, given the cost of an executive director, etc. Staff may come back to the Commission with a different recommendation for another adequate funding level after further discussions with the counties in question.

MOTION: Chair Reiner moved, seconded by Commissioner Lacey, to adopt a minimum allocation of \$200,000 for

the small county commissions.

VOTE: The motion carried by a roll call vote of 4-0-0 with Commissioners Gutierrez, Lacey, Vismara and Chair Reiner voting “YES”. No “NO” votes and no abstentions.

Public Comment (There was no public comment on this item)

IX. Legislative Items

Patti Huston referred to the three bill analyses staff prepared. The first one, SB 179 sponsored by Senator Alpert, is currently in the Assembly Appropriations Committee awaiting hearings scheduled for August 9th. This bill provides sustainability grants for local education agencies after their 3-5 year operational grant period ends. Healthy Start is a school-linked program and the school serves as the gateway for a variety of services. She detailed the services and benefits provided by Healthy Start. The bill would appropriate \$5 million, which would benefit about a hundred of the 1500 Healthy Start sites. Without the sustainability grants some sites would have to decrease services or stop providing services, which would result in no other school site in the district being eligible to begin a new Healthy Start site.

MOTION: Chair Reiner moved, seconded by Commissioner Lacey to support SB 179.

VOTE: The motion carried by a roll call vote of 4-0-0 with Commissioners Gutierrez, Lacey, Vismara and Chair Reiner voting “YES”, no “NO” votes and no abstentions.

Public Comment (There was no public comment on this item)

Patti Huston next addressed SB 1352, sponsored by Senator Alpert, for an extension of sunset on the Youth Pilot Programs in six counties. This bill is also in the Senate Appropriations set for hearing on August 9th. This bill would extend the sunset date until 2004 for the Youth Pilot Programs of the original AB 1741 program. Six counties have Youth Pilot projects and they are San Diego, Contra Costa, Placer, Alameda, Fresno and Marin. This bill would extend the sunset for those that also participate in the federal Better Opportunities and Outcome Starting Today aka Boost for Kids program. Those three counties participating in that program are San Diego, Contra Costa and Placer. The aim of this Youth Pilot project is to enhance family support services. In the participating counties a county Child and Family Services fund has been established which is used for comprehensive integrated services for high-risk/low-income/multi-problem children and families. SB 1352 would remove the requirement that only low income families be served and instead would target children and families with multiple needs. The bill would also allow counties to transfer funds from any number of eligible categories of children and families programs whereas the original programs just allow them to transfer from four different categories.

MOTION: Commissioner Vismara moved, seconded by Commissioner Gutierrez to support SB 1352.

VOTE: The motion carried by a roll call vote of 4-0-0 with Commissioners Gutierrez, Lacey, Vismara and Chairman Reiner voting “YES”, no “NO” votes and no abstentions.

A discussion ensued among the Commissioners on this issue.

Public Comment (There was no public comment on this item)

Patti Huston next updated the Commission on SB 2005 sponsored by Senator Ortiz, which is also in the Assembly Appropriations and also set for hearing on August 9th. This bill would require the California Department of Education

to research and report to the Legislature by January 2002 on the effectiveness and availability of pre-kindergarten and kindergarten readiness programs. This is an issue that the Commission can get involved in and provide meaningful input on. The bill is a positive approach to kindergarten readiness programs and one that will result in some data that can be used in moving forward on this. The California Children and Families Commission has been identified as a “partner” with the Department of Education rather than as a collaborator. This distinction is to make sure that the Commission’s program and research efforts do not overlap with anything else. In addition, the Commission is not in any way prohibited from collaborating. Some minor errors and inaccuracies in the bill have been pointed out for amendment. The research required by this bill would provide the factual groundwork for the establishment of kindergarten readiness programs, contrary to the Mazzoni bill, which the Commission has opposed because of inconclusive research.

Jane Henderson noted that with regard to this legislation the Commission’s role would be one of cooperation with the Department of Education, the lead agency. This would be a great opportunity for the Commission to be involved as a partner.

Public Comment (There was no public comment)

MOTION: Chairman Reiner moved, seconded by Commissioner Vismara to support SB 2005.

VOTE: The motion carried by a roll call vote of 4-0-0 with Commissioners Gutierrez, Lacey, Vismara and Chairman Reiner voting “YES”, no “NO” votes and no abstentions.

Patti Huston advised that AB 1920, a Commission sponsored bill, is on the Governor’s desk right now for action and he has until Monday, July 24th to act on it. Staff does not anticipate any concerns with the bill. The bill does two things: for county commissions it gives county Boards of Supervisors the exclusive authority to establish the county Children and Family Commissions as either an independent entity separate from the county, or as an agency of the county with independent authority over the strategic plan and the local trust fund. It also allows the State Commission to transfer unused money from the administrative account into other accounts for use on other programs.

Public Comment

Marsha Sherman commented on AB 561 by Assemblyman Romero, which is in Senate Appropriations and is being amended. This bill will be tied to the Childcare Health linkages funded by the Commission as a statewide project. It would fund those counties unable to participate in the linkages project. There would also be a report to the Legislature on the resulting research as well as partnering with the Department of Education.

Chairman Reiner indicated the Commissioners would take a look at AB 561.

X. Four County Regional Dental Health Summit.

Emily Nahat gave a presentation on services involving Modoc, Lassen, Plumas, Sierra counties need for dental services and how these services could be brought to these communities on a regional basis. The four counties have requested a \$20,000 planning grant to hold a dental summit among the four counties and have also asked for technical assistance support in working with them on this issue of deciding how best to bring the services to the families. The \$20,000 would cover facilities, accommodations, a consultant and travel expenses for about fifty people in this day and a half summit. The Commission would fund this out of the conference fund already approved in a previous meeting.

Public Comment

Gloria Wyeth explained that in her county people sometimes have to drive two or three hour drives in order to get appropriate pediatric dental care as there are no pediatric dentists in those counties. To bring about this kind of service would be one of the very best things that can come out of Prop 10. Each one of the individual counties would not have enough business to keep a dentist busy, but all together they can.

MOTION: Commissioner Lacey moved, seconded by Commissioner Gutierrez to approve \$20,000 to finance a dental health summit for four counties in Northern California.

Pat Wheatley of Santa Barbara County spoke in support of the need for dental health up and down the State. She commended the Commission for looking at planning grants. Santa Barbara County is doing this for regional areas as well. This is a crucial need and Ms. Wheatley expressed the hope that the Commission's action would open the doors for regions and counties to come to the Commission with planning grants in the future.

VOTE: The motion passed unanimously.

XI. Advisory Committee on Diversity. Chairman Reiner welcomed Barbara Marquez to the Commission. Ms. Marquez' experience includes being on the DHS Task Force on Multi-Cultural Health.

Jane Henderson gave a brief overview for the nominations for the Advisory Committee. Nineteen candidates were identified, representing a very diverse group. Staff is proposing to send a letter of invitation to these nineteen individuals, inviting them to become a member of the Advisory Committee. After acceptance, the candidates will receive a letter of appointment and the first meeting is anticipated to be held in September. If further expertise is needed, additional members may be recommended for the Advisory Committee.

Barbara Marquez addressed the Commission, expressing excitement about the opportunity of being able to focus in on issues of diversity and equity in terms of both cultural and linguistic issues in California as well as children with special needs. She hoped to be able to move into action very quickly, have the September meeting and report back to the Commission at its next meeting.

Chairman Reiner asked if a mechanism is in place by which to replace candidates who will not be able to accept the invitation. Dr. Henderson explained that the methodology is flexible and recommendations from Commission members to add additional members at subsequent meetings can be entertained.

In response to Chairman Reiner's inquiry into the possible unwieldiness of a 19 member committee, Barbara Marquez explained that in her experience that number is challenging but doable, and it would also bring a wealth of experience to the table. Five of the nineteen candidates have experience in children with special needs.

Commissioner Vismara pointed out that it would be important to utilize and leverage similarities and build on cultural diversity and special needs, but that the two concepts are really not synonymous and would probably present tremendous differences that would also need to be addressed. Expertise in both areas is needed.

Commissioner Melia noted that the Advisory Group is being put together to help the Commission have a conscience in this regard and the Commission should encourage, through this process, a real notion of being held accountable for its commitment to diversity.

MOTION: Commissioner Gutierrez moved, seconded by Chairman Reiner to adopt the list and send a letter out as soon as possible, giving the candidates a chance to respond by the August 4th deadline.

Public Comment

Mike Smith of Glenn and Colusa Counties commended the Commission and staff for assembling this Advisory Committee and hoped that the Committee will be a resource for county commissions in dealing with the issues of diversity. He mentioned that as of the June meeting no applicant has come forward from the Native American community.

Ms. Huston advised that through a focused recruitment Martin Waukazoo became a candidate. Any other Native American candidates would be kept on file for possible participation.

VOTE: The motion carried unanimously.

XIII. Presentation by California Center for Health Improvement-Proposition 10 Technical Assistance Center.

Karen Bodenhorn, CEO of the California Center for Health Improvement gave a power point presentation on the creation and setting up of the Technical Assistance Center, the result of one of the California Children & Families Commission's first act. Ms. Bodenhorn also gave details of all the services the Technical Assistance Center.

Marie Young, a Senior Program Officer with the Packard Foundation spoke about the funding of the TA Center with the California Endowment. She gave brief history of the TA Center from its inception. Ms. Young noted that the foundation is always looking for opportunities for investments that will really make a difference. The Packard Foundation will continue to be committed to the support of the TA Center for as long as it needs to be in effect.

Ms. Bodenhorn noted that the county commissions have expressed the importance of the TA Center's work, made possible by the dedication of the Center's and the county commissions' staffs. She next introduced all the TA Center's staff present.

Public Comment

Pat Wheatly from Santa Barbara County advised that the TA Center has been an incredible partnership with the county and with the state Commission. What is key about the TA Center is that it really exemplifies the goals of Prop 10 and shows counties and communities how to create a seamless system of support by utilizing experts traveling around the state and the knowledge base that the state Commission has. Santa Barbara's county commission has been a recipient of professional expertise in a timely manner, allowing for capacity building, opportunities to learn from each other and having the responsiveness and ability to communicate directly about the local needs and concerns.

Addressing Commissioner Vismara's questions, Ms. Bodenhorn explained that the TA Center's publication referred to was the first in a series of publications, with perhaps six more to be issued before December 31st. The state Commission is involved in the issues brought up in the publications. The intent of the publication is to disseminate best practice information in the form of summaries of what literature and research shows works to solve a particular problem. She cited the immunization programs as an example of highlighting the latest research, sharing it with the communities and county commissions.

Paul Crissey, the Executive Director of the Children and Families Commission in Solano County, found the TA Center invaluable for helping to get the county commission up to speed. There is a need for people in his position to either bring a vast resource of expertise or to have access to that kind of expertise in order to cover the multiple tasks executive directors have to perform, and to help the commissions function effectively in each county.

XII. Closed Session: Discussion and Status Report from Legal Counsel regarding pending Litigation:

1) California Association of Retail Tobacconists, Inc. et al. v State of California, Board of Equalization of the State of California, California Children and Families First Commission and Kathleen Connell, as Controller of the State of California, San Diego County Superior Court Case No. 732079; Government par. 11126(e)(1) and 11126(e)(2)(A).

2) Cigarettes Cheaper! And The Customer Company v Board of Equalization of the State of California, Kathleen Connell, as Controller of the State of California, and the California Children and Families First Commission, Sacramento County Superior Court Case No. 99AS03606; Government Code par 11126(3)(1) and 1126(e)(2)(A).

3. McLane/Suneast v The Board of Equalization and the State of California, Los Angeles Supreme Court Case No. BC220052; Government Code par 11126(e)(1) and 11126(e)(2)(A).

XIV. Executive Director's Report.

Jane Henderson informed the audience that the session was being videotaped for the Commission's website. The video stream for the June meeting is on the website and is keyed to the agenda items. This will be implemented on pilot basis to see whether or not this is worth the investment of having the sessions available for people to access without having to come to the meetings in person. The state Commission is now hosting websites for sixteen counties with more waiting to come on board.

In conjunction with the Technical Assistance Center a conference call was held last week with the county commissions on their annual auditing and reporting requirements. At the executive directors meeting the day before the statewide conference, Ms. Henderson will be pursuing preliminary work for the reporting on results. This will include a pilot project for data collection, developing and reporting tools and indicators. The pilot project will be implemented with interested county commissions that are funding and implementing programs. She also described the pilot program for the Kit for New Parents with counties that are interested in participating.

A group of executive directors from the Central Valley, met with participation from state Commission staff, to begin following up on discussions about the state Commission supporting programs to meet the special and unique needs of the Central Valley. This was a productive initial meeting to begin thinking about what that might look like. The counties might also come back with a recommendation for a planning grant in order to begin doing needs assessment and putting together a proposal for a meaningful program.

The Kit for New Parents will have reformed and reformatted informational material, which will also be available through the Commission's 800 number. A new Prop 10 brochure will also be available describing what Prop 10 is all about and how it works.

Emily Nahat advised on a possible January date and contents for the next county commissions meeting in the San Diego area. She next introduced and welcomed new staff members and county consultants and each person gave a brief personal history.

Commissioner Gutierrez recognized Dr. Henderson and thanked her for a year's work. The Commission has only been around a year and the great amount of progress made is primarily due to Dr. Henderson's hard work and diligence. Chairman Reiner wholeheartedly agreed.

XV. County Commission Executive Director's Report.

Dorinda Ohnstad, the interim Director of the Association of County Children and Families Executives noted that the association was officially one month old, a membership drive is on, and its goal is to represent all 58 county

commissions. Ms. Ohnstad highlighted several key issues being worked on collaboratively are evaluation, such as baseline indicators to better utilize software and technology to maximize the prop 10 resources, and to ensure that integrated systems and approaches are put in place. Rural and small counties and their specific issues was another key point and supporting the rural and small counties is a priority for the association, which the state Commission acknowledged today by continuing the minimum funding for those county commissions. Without that funding those counties would suffer from isolation and lack of resources and would be unable to make a noticeable impact on the overall health and well being of their youngest children. Ms. Ohnstad noted that without funding provided specifically for travel, these counties would be unable to participate fully in important Prop 10 activities at both the regional and state level. A request has been made to the state Commission for limited funding to address this problem. The Packard Foundation has also expressed a willingness to consider the funding request and this avenue will continued to be pursued as well.

Ms. Ohnstad asked the Commission to play a significant role in making available technology that would assist the rural counties t in the implementation of their plans. Evaluation, data collection, grants management, and program oversight cannot be effectively implemented on their own. The Commission staff fully recognizes this plight and is willing and actively working with the association to address this need.

The Prop 10 TA Center has been a lifeline to the county commissions and continues to provide responsive assistance to county commissions so they can forge ahead quickly, efficiently and productively. The Packard Foundation, the California Endowment and the State Commission have made invaluable contributions toward the establishment of the TA Center, without whose support the county commissions could not have done their jobs effectively.

Communication continues to be of primary concern by executive directors and the association will continue to work to address this issue while continuing to build a positive working relationship. Communication needs to address continued coordination on legislative issues brought before the Commission, coordinated media campaigns and other collaborative approaches. Ms. Ohnstad encouraged the continued use of the association and its executive directors as a sounding board and collaborative partner.

Commissioner Vismara noted that at a county- level one could look for partners such as UC Davis, which has over 200 centers linked to rural outreach in the community for tele-medicine and tele-health. These same types of systems could be used to address and integrate issues related to Prop 10.

Commissioner Melia thought that Ms. Ohnstad pointed out a number of significant issues and the suggestion that the state Commission should fund regional administrative structures and travel in a way that helps to bring small rural counties together is a very good idea.

XVI. County Commission Reports: San Francisco, Contra Costa, Santa Clara, Santa Cruz and Alameda.

Andrea Youngdahl, Executive Director, gave a brief overview of San Francisco's strategic plan, which was recently completed and the start of its implementation. The commission works in partnership with the San Francisco Department of Children Youths and their Families, a pre-existing department that was started about ten years ago, and will be linking with them in future efforts as well as with all the other community-based agencies.

Krystal Robinson, Civic Engagement Project Coordinator, explained the project, which is funded by a variety of foundations. As part of the community conversations, ten such meetings were held throughout the City, enabling people to engage in the strategic planning process, help make decisions and set priorities. The San Francisco commission has two standing advisory committees, the strategic advisory committee and the civic engagement advisory committee, and they often met jointly to lay the principles and foundation of the plan. Affordable childcare and respite care was one of the major issues as well as affordable housing. Out of the focus areas, seven priorities

were pulled out: improved childcare provider compensation equality, increase the capacity for infant childcare and respite childcare, adjust the physical health/mental health and dental care disparities in the City, improve easy access to information, increase and coordinate parent education and support, increase the support for homeless children and their families and to increase the support for children with special health care needs. The next step is making sure that regular channels of communications are developed between the commission and the community that alliances are developed with the business and the faith communities and that community conversation will continue.

Brenda Blasingame, Executive Director for the Contra Costa Children & Families Commission gave an update of that commission's activities. Their strategic plan was the result of seven months of planning and was based on gathering information from various sectors of the Contra Costa community. There were three advisory work groups which in turn formed committees to develop best practices information, assets and needs assessments, and the development of goals, outcomes and strategies in each strategic result area. Contra Costa is also one of the eight civic engagement counties in the state and the community input process was a key component to the development of the strategic plan. Out of the community input groups emerged themes such as universal access to high quality childcare, to high quality urban learning environments and affordability of the care for children. Families also wanted to feel connected to a community, safety in neighborhoods, parks, the streets and the home. Child development and family support services should be culturally relevant and the employers in the community should be family friendly. Ms. Blasingame detailed the steps the commission took to arrive at the strategic plan, containing the twelve priority strategies.

These strategies are: a community-wide information referral system, home visitation, prenatal substance abuse and screening, mental health and special needs early screening, family friendly community grants, compensation incentives for childcare, mini grants to childcare pre-school facilities and programs, neighborhood family resource center, family literacy, parent public education, and policy development and advocacy. The commission's next steps will be issuing RFPs around the childcare strategies and the community grants, plus the development of plans for each of the other strategies.

Commissioner Melia noted that the state Commission could be very helpful in assisting local commissions by identifying opportunity down funding streams other than Prop 10. A significant new resource will be coming down from Mental Health Services, which is beginning a process of early childhood/mental health services.

Julie Duncan, Commissioner on the Santa Clara County Children & Families First Commission provided a copy of a Chance for Every Child, Santa Clara's plan for its children. This document is in the process of being translated into Vietnamese and Spanish. The Santa Clara commission is working on its RFPs for September/October and has identified eleven strategies and funding priorities. These are a comprehensive education and support program for parents, a one-stop service and family resource center, county-wide information and referral system, locally available health services, nutrition, child development work force, subsidies to make quality childcare available, childcare facilities improvements, early identification for children with learning differences, affordable enrichment programs, and neighborhood-based initiatives.

Rafael Lopez, Executive Director of the Santa Cruz County Commission explained how the commission works, how information is gathered and what is being done with that information. The strategic plan is in the process of being completed. He advised the Commission of the components the county commission is using and how it is going about building on existing programs. Santa Cruz County commission is one of the eight civic engagement counties. Eight outreach workers have been hired who all work on specific community groups. 2398 face to face surveys were conducted, which were focused on where parents worked and lived. After the community discussions, Phase 2 of the civic engagement project will be launched in two weeks, which will consist of the information of the surveys and asking for additional information. This will then shape the policy that ultimately will be approved by the Commission, hopefully releasing the strategic plan in the early fall with distribution of funds and the RFP process in November/December.

Mark Friedman, Executive Director from Alameda County stated that his commission is progressing into full implementation of their strategic plan due to a full complement of staff. Mr. Friedman provided a brief update on how the implementation is going in the three major components, which are three interlocking, integrated components. Tremendous progress has been made in Children at Home and one to three home visits for every child program has been launched. Twenty public health nurses are working on this. Agreements are being finalized with four hospitals to work closely with the commission on the initial home visits. The Special Start program, which is a joint program with Children's Hospital in Oakland and the Public Health Department, has been expanded. This program works specifically with medically fragile infants coming out of the neo-natal intensive care unit. Prop 10 funds were used to expand this successful program greatly. The commission is also working closely with the Behavioral Health Department on infant mental health services and has had a lot of good progress on making a comprehensive system of such services available. The parenting website is expanding and is organized in such a way that a parent can click on any part of the county where they live or work and see what services are available.

Mr. Friedman handed out posters and said that 20,000 brochures have been handed out to every childcare provider in the county. The program will provide \$500 to \$6,000 stipends for every childcare worker who has a minimum of 12 units of early childhood education. 2500 applications were received. Mr. Friedman provided further details about the program, including the quality improvement plan dealing specifically with capital improvement through a grants program. The Child Development Core is being evaluated by PACE, U.C. Berkeley's policy analysis for California Education and they are funded by the state Commission.

"Children in the Community" is another component and on July 31 grants will be given to 50 agencies in the community. The agencies are extremely diverse, ethnically, culturally and geographically. The amount is about \$3 million funding that came as a result of the RFP process. An orientation was held for all of the grantees. Regional meetings will be held with grantees and contractors and will be clustered by areas of expertise as well as different geographic areas of the county. A Pediatric Task Force was formed that will work on focusing on children and parents with special needs.

It has become apparent that the strategic plan already needs to be revised. Among the revisions will be a lot of implementation details in the plan that was not in the initial one. He explained some of the details in this regard. Mr. Friedman also touched on the confidentiality issue and noted that a nationally recognized expert from the Health Privacy Project in Washington will hold a one-day seminar with the county commission and community partners on confidentiality technology and information sharing. A report will be made of that session and Mr. Friedman hoped that someone from the state Commission could attend to share this with others as well.

Funding leverage experience will be shared with other county commissions once the report is completed and becomes available.

Chairman Reiner commented on Mr. Friedman's statement with regard to the needed revisions of the strategic plan. Commissioner Melia stated he could not think of anything more important he could do in the Health & Human Services Agency but to support the Prop 10 and work as hard as possible with Alameda County to define these issues around leveraging funds in other programs.

Public Comments

Monica Lopez, University of California Office of the President stated she would be happy to work with the Counties Executive Association in any way possible and with any other county that needs assistance.

XVII. Adjournment.

MOTION: Chairman Reiner moved, seconded by Commissioner Vismara to adjourn the meeting. The motion carried.

The meeting was adjourned at 3:50 p.m.